

## Message Text

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TAGS: BEXP IT

SUBJ: MULTICOMPANY BSP FINAL REPORT

1. HI-FI USA, MULTI-COMPANY BSP

2. U.S.T.C. MILAN, JANUARY 23-27, 1975

3. FIFTY-FIVE EXHIBITORS

4. SALES DURING SHOW: \$659,300

5. SALES PROJECTED NEXT 12 MONTHS:

NTM - \$825,000

B) OTM - \$12,990,000

C) TOTAL \$13,815,000

6. REGISTERED END-USERS 3,389

REGISTERED DEALERS 242

HANDCOUNT 463

TOTAL 4,094

7. MR. BONFANTI, SALES MGR. OF LINEAR ITALIANA AND AUDEL REPRESENTING K.L.M., MCINTOSH LABS AND JAMES LANSING, REPORTED THAT

"THE SHOW WAS SUCCESSFUL FOR THESE PARTICULAR REASONS: A) WE WERE ABLE TO EXHIBIT OUR COMPLETE LINE OF PRODUCTS; B) TO EXPOSE NEWLY DEVELOPED EQUIPMENT; E) TO KEEP ALIVE OUR DIALOGUE WITH OUR DEALERS WITH ULTIMATE OBJECTIVE OF EXPANDING OUR SALES." THE FIRMS EXHIBITED A FULL LINE OF LOUSPEAKERS, AMPLIFIERS, PRE-AMPLIFIERS AND EQUALIZERS.

M.A. FRANCESCHI, GENERAL MGR. OF GEMCO OF ITALY REPRESENTING ACOUSTINC RESEARCH, AUDIO DYNAMICS, THE SEQUERRA CO., JANSZEN ELETTROSTATIC AND MARANTZ, STATED "THIS HAS BEEN AN AOUTSTANDING EVENT. DURING FIVE DAYS AT THE TRADE CENTER WE HAVE BEEN IN CONTACT WITH AS MANY RETAILERS AS WE WOULD NORMALLY CONTACT OVER A

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SIX MONTH PERIOD. HI-FI USA WILL GIVE A TREMENDOUS PUSH TO OUR

SALES OF AMERICAN EQUIPMENT." GEMCO OF ITALY EXHIBITED A FULL LINE OF HI-FI EQUIPMENT INCLUDING 2-4 CHANNELS TUNERS, 2-4 CHANNEL AMPLIFIERS, SPEAKERS, ELECTROSTATIC LOUDSPEAKERS, TUNERS, PICK-UPS, ETC.

MILAN'S THIRD MULTI-COMPANY BSP FEATURED LATEST PRODUCT LINES OF VIRTUALLY ALL LEADING US STEREO, HI-FI MANUFACTURERS. ITS MAIN OBJECTIVES WERE: A) TO ATTRACT HI-FI DEALERS; B) SENSITIZE END-USERS. REGISTRATIONS INDICATE THAT ABOUT 242 QUALIFIED DEALERS (OF SOME 800 EXISTING IN ITALY) AND OVER 3,500 END-USERS VISITED THE EXHIBITION. THE SHOW WAS WITHOUT DOUBT AN UNQUALIFIED SUCCESS AS INDICATED BY THE FIGURES. PROMOTIONAL TECHNIQUES ADOPTED IN FIRST MULTI-COMPANY BSP (DO-IT-YOURSELF) WERE LIKEWISE UTILIZED FOR THIS SHOW, I.E. PRE-SHOW ACTIVITIES WERE COORDINATED BY USTC IN COOPERATION WITH EDITOR OF ITALY'S LEADING SPECIALIZED MAGAZINES, IN DAILY NEWSPAPER, PRESS RELEASES, PREPARATION OF SPECIAL POSTERS, PERSONALIZED INVITATIONS TO DEALERS, AND A MAILING TO HI-FI AFICIONADOS.

EXTENSIVE AND WELL GEARED PROMOTIONAL CAMPAIGN GAVE EXCELLENT RESULTS. FLOW OF VISITORS DURING PEAK-HOURS WAS SUCH THAT WE FEARED THAT WE WOULD HAVE HAD TO CLOSE OUR DOORS TEMPORARILY BUT LUCKILY THE SITUATION RESOLVED ITSELF.

EXHIBIT PROVED TO BE MUCH APPRECIATED BOOST TO MAINTAIN AND IMPROVE US QUALITY IMAGE IN THIS MARKET. IN FACE OF SHARPLY INCREASING FOREIGN COMPETITION, ITALIAN REPS ENTHUSIASTIC RE IMPACT OF SHOW IN STRENGTHENING THEIR MARKET POSITION.

PARTICIPANTS VIRTUALLY UNANIMOUS IN EXPRESSING FULL SATISFACTION RESULTS ACHIEVED AND SUGGESTED REPETITION OF EVENT NEXT YEAR.

NO SOUNDPROOF BOOTHS WERE CONSTRUCTED BUT CONFERENCE ROOM WAS SET UP AS AUDIO ROOM AND DEMONSTRATIONS WERE GIVEN BY EACH EXHIBITOR IN ACCORDANCE WITH A PREVIOUSLY ARRANGED SCHEDULE.  
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